

(CNECT)

From: Townsend Feehan <feehan@iab europe.eu>
Sent: 26 June 2017 08:59
To: SPANOUD Despina (CNECT); (CNECT)
Cc: ; ;
Subject: Developers Alliance / IAPP / IAB Europe roundtable in the EP on 20th June
Attachments: EXTERNAL LEAVE-BEHIND on ePrivacy, June 2017_IAB Europe logo.pdf
Importance: High

Dear Despina (if I may),
Dear ,

Belated thanks for your informative and very comprehensive contributions to our roundtable in the European Parliament last week, and for the good humour with which you parried some questions and observations that I know you have had to 'endure' in previous public discussions!

I am attaching a paper that attempts to capture why we honestly believe that the ePrivacy proposal as currently drafted could indeed mean the end of the online advertising business model – a charge that I realise Despina seemed to find exaggerated when it was made during the debate. We would be happy to discuss this particular point bilaterally if that could be of interest.

I wish you both a good summer if we do not meet before the holidays.

Yours sincerely,

Towney

Townsend Feehan | CEO | IAB Europe | Rond Point Schuman 11 | B – 1040 Brussels | Tel. |
www.iabeurope.eu

